

THESIS

**DIGITAL MARKETING PRACTICES
AT JIMBARWANA HOTEL JEMBRANA BALI**



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APPLIED MASTER PROGRAM
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ABSTRACT

This study aims to analyze and formulate an ideal digital marketing innovation model to increase occupancy at the Jimbarwana Hotel in Jembrana Regency. Using quantitative and qualitative (explanatory) approaches, this study examines five types of digital marketing: website, social media, SEO, email marketing, and online advertising. The quantitative analysis shows that all types of digital marketing have a significant influence on digital marketing innovation. Specifically, website (0.221) and online advertising (0.218) have a very strong influence, followed by social media (0.207), email marketing (0.242), and SEO (0.236). Furthermore, digital marketing innovation is proven to have a very strong and significant influence on digital marketing effectiveness (0.779). The qualitative analysis strengthens these findings by identifying key strategies for each digital element. The website is seen as the "digital face" that must prioritize speed and easy navigation. The use of SEO and SEM is considered crucial for visibility, despite having to compete with OTAs. Social media such as Instagram and TikTok are effective for engagement, while email marketing is used for customer retention. Online advertising (Google Ads, Meta Ads) is considered essential for reach, but it needs to be managed efficiently. Overall, this study formulates a holistic digital marketing model that integrates various platforms to address hotel occupancy challenges.

Keywords: Digital Marketing, Innovation, Marketing Effectiveness, Hotel Occupancy, Hotel Jimbarwana

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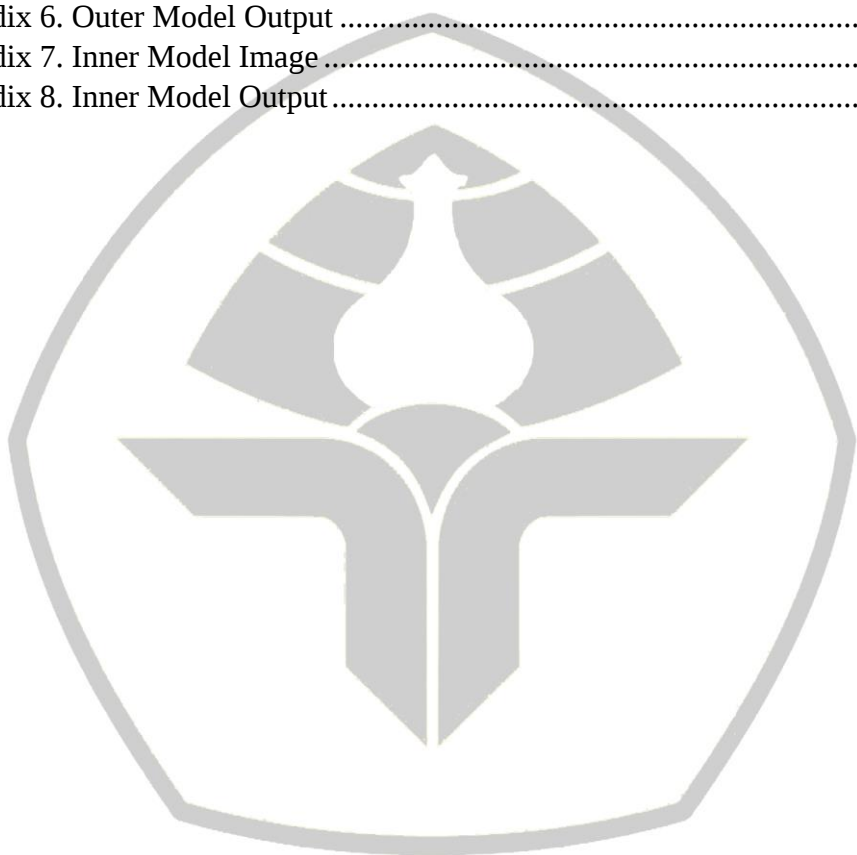
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CHAPTER 1

INTRODUCTION

1.1 Background

The tourism industry is a crucial sector in the Indonesian, contributing significantly to the national total income. Moreover, Bali, a leading tourist destination in Indonesia, is famous for its natural beauty, rich culture, and the hospitality of its people, attracting millions of tourists annually.(Yuniantari & Yani, 2022). Furthermore, Jembrana Regency, as one of the regencies in Bali, located in the western part of the Island, although not as popular as Badung or Gianyar, is a potential next famous tourism object destination, especially with its natural wealth and unique local culture.

Aside its enormous potential, the hotelier is the most important aspect in supporting tourism development in Jembrana. Hotel occupancy is one indicator of the success of marketing strategies used to attract guests.(Sahir & Dachyar, 2021). Hotel occupancy rates, which refer to the level of occupancy of hotel rooms, play a significant role in influencing the tourism sector. High or low occupancy rates can significantly impact various economic and operational aspects of the tourism industry (Menuh & Widianari, 2021).

According to radarbali.id, "hundreds of thousands of tourists entering Bali through Gilimanuk Port in Jembrana Regency, but Jembrana itself only receives a small numbers of visits from the passing tourists. In addition to the low number of visits to tourist attractions, hotel occupancy for domestic tourists is also low. The

approximately 90 percent increase in hotel occupancy in Jembrana during the Christmas and New Year (Nataru) holidays is dominated by foreign tourist "(Basir, 2023). This condition shows that the attraction of tourism and hospitality in Jembrana Regency is still not optimal, so an appropriate marketing strategy is needed.

A marketing strategy is a plan designed to promote and sell a product or service in the most effective way.(Masatip et al., 2020). This strategy involves market analysis, segmentation, target determination, and the development of a marketing program that includes product, price, promotion, and distribution (Nuh et al., 2024). In the tourism sector, particularly the hospitality division, marketing strategies play a crucial role in attracting customers, increasing revenue, and maintaining a competitive position in a dynamic and competitive market (Sanjaya et al., 2020). A marketing strategy helps hotels identify the most profitable market segments, such as business travelers, families, couples, or solo travelers. By understanding the characteristics and needs of each segment, hotels can tailor their services and offerings. A marketing strategy is essential for Hotel Jimbarwana.

Jimbarwana Hotel, located in Negara, the capital of Jembrana Regency, is one of the hotels motivated to become the top choice for tourists visiting the area. The hotel strives to provide a comfortable and memorable stay through its various facilities and services. However, Jimbarwana Hotelis faced with various challenges. Changes in consumer preferences and expectations, the emergence of new competitors, and global and regional economic dynamics affect the hotel's overall performance. Therefore, it is crucial for Jimbarwana Hotelto formulate an

effective and adaptive marketing strategy to maintain and increase its market share. One of the analyses used to formulate an appropriate marketing strategy is digital marketing analysis.(Wulandari et al., 2020).

In the tourism sector, particularly in the hotel industry, marketing strategies play a crucial role in attracting customers, increasing revenue, and maintaining a competitive position in a dynamic and competitive market. It is hoped that through the development of green tourism-based hotels, the community will gain maximum benefits, given that these hotels are still unable to attract optimal tourist visits. The community is generally very enthusiastic about supporting the development of green tourism, especially when the offerings focus on nature and culture. Hotel management is currently continuously improving to prepare integrated steps for managing and developing green tourism.

Marketing strategies help hotels identify the most profitable market segments, such as business travelers, families, couples, or solo travelers. By understanding the characteristics and needs of each segment, hotels can adjust their services and offerings. A marketing strategy is essential for Hotel Jimbarwana. Marketing is a crucial factor in the success of hotel development. Hotel management recognizes the importance of investing in digitalization. Using technology as a key resource for innovating business models is becoming increasingly popular in the digital age. Information and communication technology is a trend in everyday life in the tourism sector. The use of technology in the tourism industry not only defines methods for making existing processes more efficient, but also provides new ways to perform existing functions. One device that can access computers and mobile

phones is the internet. The internet is an online network with unlimited, easy access and can be accessed anywhere, providing a variety of information.

The purpose of investing in innovative tools or processes is to develop business, creativity, and prepare for ongoing market changes that will impact business. Hoteliers are beginning to recognize their importance and consider investing in digital tools as a long-term partnership. Several researchers have reported significant contributions related to digital services as a key tool for improving ongoing operations in the tourism sector. Furthermore, the importance of using innovation and technology in developing new products or services in the tourism sector is emphasized (Huang et al., 2009; Wiliam & Shaw, 2011; Rusu, 2016; Brigne & Decrop, 2019; Souto, 2020).

Jimbarwana Hotel management believes that marketing plays a crucial role in increasing guest visits. The problem faced by hotel management is the lack of knowledge of appropriate marketing strategies and types. To date, the hotel has relied solely on word-of-mouth marketing, resulting in suboptimal tourist arrivals and a recent drastic decline (2024 and 2025). Therefore, it is urgent to explore marketing models that can be applied to Jimbarwana Hotel, particularly marketing through electronic media. The research findings can contribute to the management's efforts to market tourism products. Based on the above description, digital marketing models are urgently needed to be studied in an effort to increase tourist visits for the sustainable development of the hotel industry.

Developing the hospitality industry requires serious community empowerment, carried out by, from, and for the community. A participatory

approach aims to increase public understanding by reducing the negative impacts and enhancing the positive impacts of tourism by maximizing the role of local communities in developing the hospitality industry in the district.

1.2 Formulation of the problem

From the description above, several problems can be formulated which will be discussed in this research proposal:

1. How is the implementation of digital marketing at the Jimbarwana Hotel, Jembrana Regency?
2. What is the ideal digital marketing model to be implemented at Jimbarwana Hotel Jembrana?

1.3 Research purposes

1.3.1 General purpose

The long-term objective of this research is to examine the application of digital marketing within a competitive advantage approach to business model innovation in the Balinese hospitality industry. It is hoped that the results of this study will be useful in enhancing the role of digital marketing in hospitality industry management, thereby improving the welfare of local communities.

1.3.2 Special purpose

Based on the formulation of the problem that has been described, the specific objectives that we wish to achieve through this research are as follows:

1. To study the implementation of digital marketing at the Jimbarwana Hotel, Jembrana Regency.
2. To find the ideal digital marketing innovation model to be implemented at Jimbarwana HotelJembrana.

1.4 Benefits of research

2.3.1 Theoretical Benefits

This research adds to the existing literature on marketing strategies in the hotel industry, particularly in Jembrana Regency, Bali.

Practical Benefits

1. Hotel industry managers understand the role of digital marketing in developing the hotel industry with a green tourism concept.
2. Making digital marketing effective in implementing hotel industry marketing business so that it can provide positive benefits for management and employees in supporting hotel development.

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CHAPTER VI

CLOSING

6.1. Conclusion

Based on the results of research and data analysis in this study, it can be concluded that:

1. Implementation of digital marketing at Jimbarwana Hotel, Jembrana Regency

The management of Jimbarwana Hotel has implemented digital marketing to promote the hotel. Five types of digital marketing are implemented to attract tourists: website, social media, SEO, email marketing, and online advertising.

Based on the results of data analysis, it was found that the relationship between websites and digital marketing innovation has a path

coefficient value of 0.221, an f^2 value of 2.504, and an R^2 of the objective construct of 1.000. This shows that websites have a very strong and significant influence on digital marketing innovation. The results of data analysis showed that the relationship between Social Media marketing and digital marketing innovation has a path coefficient value of 0.207, an f^2 value of 1.514, and an R^2 of the objective construct of 1.000. This means that social media marketing has a large but not too strong influence, but still significant on digital marketing innovation.

The results of the analysis of the relationship between search engines and digital marketing innovation have a path coefficient of 0.236, f^2 of 0.730, and R^2 of 1.000. This indicates that search engines have a moderate and significant influence on digital marketing innovation. The relationship between email marketing and digital marketing innovation has a path coefficient of 0.242, f^2 of 0.678, and R^2 of 1.000. This means that email marketing has a fairly large and significant influence on digital marketing innovation. The results of the analysis, the relationship between online advertising and digital marketing innovation has a path coefficient of 0.218, f^2 of 1.816, and R^2 of 1.000. This indicates that online advertising has a large and significant influence on digital marketing innovation.

The relationship between digital marketing innovation and digital marketing effectiveness has a path coefficient of 0.779, an f^2 value of 2.936, and an R^2 of 0.746. This indicates that digital marketing innovation

has a very strong and significant influence on digital marketing effectiveness.

2. The ideal digital marketing innovation model to be implemented at Jimbarwana HotelJembrana.

Essentially, all informants agreed that the website should serve as the "digital face" of the Jimbarwana Hotel. Experts emphasized performance (loading speed, responsive design, and clear navigation) as prerequisites for conversion. Management added e-commerce features (online booking, live chat, and a visual gallery) and implemented a standard operating procedure (SOP) for regular content updates to ensure prices and promotions remain relevant. This combination of technical and content factors is considered crucial for reducing guest drop-off and complaints. Experts focused on speed and appearance, while users (guests) are more concerned with easy-to-find information. This means the website must not only be fast but also user-friendly, with its content constantly updated.

Hotels must combine SEO (long-term) and SEM (instant results) to maintain visibility. Effectiveness is measured through real-time monitoring and keyword adjustments. The biggest challenges come from intense competition from high-budget OTAs and Google algorithm changes, so teams need to focus on niche keywords and quality content to maintain organic rankings while streamlining advertising costs. The challenge is competing with large sites like Traveloka. Hotel management

must be smart in selecting specific keywords that align with their target market.

For the use of social media marketing in the form of Instagram, Facebook, and TikTok are key channels due to their strong visual appeal. The content strategy focuses on authenticity and engagement: travel tips, behind-the-scenes content, giveaways, and polls. Admins respond to comments within 24 hours to maintain engagement. Clear CTAs and booking links in every post are key to conversion. Social media isn't just a place for promotion, but also for interaction with potential guests. Engaging content and giveaways have been proven to increase interest. Responding quickly to comments or direct messages is also crucial.

Email marketing is also used for retention and upselling. Customer data is segmented through CRM; key content includes exclusive promotions, monthly newsletters, and post-stay thank-you messages. Success is measured through increased open/click rates with engaging subject lines and clear CTAs. Automation is considered crucial for timeliness, but spam risks are mitigated by frequency and relevance controls. The hotel manages customer data with CRM for more precise segmentation by sending exclusive promotions and monthly newsletters. Email is used to maintain relationships with guests, for example by providing promotional information, thank-you messages, and information about amenities. Emails sent to the right people, at the right time, and with engaging content can keep guests coming back.

For utilization Online Advertising, the hotel utilizes Google Ads and Meta Ads to expand reach and retargeting. Best practices include adjusting high-intent keywords, A/B testing creatives, and using more emotional video ads rather than static displays. Budget efficiency is a key consideration; campaigns must be continuously monitored to ensure a positive ROI, while retargeting is personalized to visitors who have already shown interest. Advertising on Google and social media is very helpful in attracting new guests. However, if the content of the ad doesn't align with reality, it can be disappointing. Therefore, all ads should be checked to ensure they reflect the actual situation.

6.2. Suggestions

1. Hotels are advised to further optimize the use of social media as a means of promotion and customer interaction. Content presented should be more engaging, consistent, and relevant to the needs and interests of travelers. Furthermore, it is crucial to regularly evaluate the effectiveness of implemented digital marketing strategies to make timely adjustments. Furthermore, they are encouraged to continually improve their understanding and skills in Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to increase hotel visibility. Training and workshops related to digital marketing can be concrete steps to continuously improve the capacity of marketing teams.
2. This study still has limitations, such as its focus on a single hotel and a limited sample size. Therefore, future researchers are advised to conduct

research with a broader scope, both in terms of the number of respondents, hotel type, and geographic region. Using a quantitative approach with more complex statistical analysis could also enrich the findings.



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